Ph. D. Synopsis

"A COMPARATIVE STUDY OF INTERNET BANKING OFFERED BY ICICI BANK & HDFC BANK WITH RESPECT TO MARATHWADA REGION OF MAHARASHTRA.

Submitted to

The Faculty of Management Science

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INTRODUCTION TO INERNET BANKING:

Meaning:

Internet Banking System is a system that has been developed in order to help clients with the daily day-to-day transactions. Internet banking systems means that clients can now do banking at the leisure of their own premises. Also known as online banking, the system allows both transactional and non-transactional features. Online banking or internet banking allows customers to conduct financial transactions on a secure website operated by the retail or virtual bank.

The six primary drivers of Internet banking includes:

- Improve customer access
- Facilitate the offering of more services
- Increase customer loyalty
- Attract new customers
- Provide services offered by competitors
- Reduce customer attrition

ICICI & HDFC Bank are major players in private sector banks. ICICI Bank (Industrial Credit and Investment Corporation of India) is an Indian multinational banking and financial services company. ICICI Bank is one of the Big Four banks of India, along with State Bank of India, Bank of Baroda and Punjab National Bank while HDFC is second largest bank in private sector. HDFC Bank is an Indian banking and financial services company headquartered in Mumbai, Maharashtra.

SCOPE:

Though there are many online systems available on internet but this can compete with them with some advancement in its functionality and can be used by any bank organization to maintain their customer's account and online transaction process.

Marathwada region is made up of Aurangabad, Beed, Jalna, Hingoli, Latur, Nanded, Osmanabad and Parbhani districts. All players mentioned above are actively working in major cities of Maharashtra and they are trying to expand their network of branches in semi urban area of the state . They have opened their

branches in cities like Latur, Aurangabad, Nanded and other cities. As compared to western Maharashtra, Marathwada is under developed region.

REVIEW OF LITERATURE AND DEVELOPMENT IN THE SUBJECT

(Previous work done in the relevant area)

- Dr. C. Paramasivam (2009)in his Studies entitled "Customer satisfaction through information technology in commercial banks" highlighted that, customers are satisfied with banking services to some extent and that bankers should try to improve their services at an affordable cost with the help of information technology.

- Mishra (2005) in his paper explained the advantages and the security concerns about internet banking . According to him , improved customer access, offering of more services , increased customer loyalty, attracting new customers are the primary drivers of internet banking.

- Nyangosiet al(2009)collected customer 's opinions regarding the importance of internet banking and the adoption levels of different internet banking indicators. The overall result indicates that customers have developed a positive attitude and they give much importance to emergence of internet banking.

RESEARCH GAP:

It is observed that no one has studied on factors influencing to use of Internet banking offered by ICICI & HDFC bank with reference to Marathwada region. Therefore the topic is selected for research.

OBJECTIVES:

- To study awareness level of people regarding Internet banking.
- To find out the frequency and factors that influences the adoption of Internet banking services.
- To measure the satisfaction level of people regarding Internet Banking.
- To understand the problems encountered by people while using Internet Banking services.
- To study the reasons for the limited use of e-banking services
- How internet banking facility helps to bank to generate more revenue .
- What are the expectations of customers and how to fulfill these
- To identify customers gives preference to which bank in private sector and why?
- How to promote use of internet banking among customers

HYPOTHESIS:

- Ho: Gender & Reason to choose E-banking services are not related
  H1: Gender & Reason to choose E-banking services are related

- Ho: Reason & Purpose to choose E-banking are not related.
  H1: Reason & Purpose to choose E-banking are related.

- Ho: Awareness of E-banking risks & precautions of E-banking are not related.
  H1: Awareness of E-banking risks & precautions of E-banking are related
- H0: Usage & Precautions of E-banking are not related.
  H1: Usage & Precautions of E-banking are related.

- H0: Reason to choose e-banking services & Reason to visit bank are not related.
  H1: Reason to choose e-banking services & Reason to visit bank are related

  H0:Type of account& No. Of visits per month are not related.
  H1:Type of account& No. Of visits per month are related.

METHODOLOGY :

- Sample Size: Sample size is 500.
- Sampling units: Customers of ICICI & HDFC Bank.
- Data source: The data collection is of the of primary and secondary data type.
- The PRIMARY data will be collect through the QUESTIONNAIRE
  An INTERVIEW will be conduct for data collection of E-BANKING
- The SECONDARY data will be collect through the website, brochures of the banks, and through research papers on E-banking

IMPORTANCE:

- It will contribute significantly, in a very positive manner to
- E-banking users,
- Banks,
- non e-banking users
- society as they will be aware of the benefits of e-banking

LIMITATIONS:

- This study is limited to eight districts of Marathwada- Latur, Nanded, Hingoli, Jalna, Osmanabad, Beed, Parbhani and Aurangabad only.
- As the study is based on the questionnaire and survey method so psychological and environmental factors directly affect respondents while filling up questionnaire.
- The infrastructure, staff and way of service offered by these two banks are different that may be result into experiences of respondents will be different.
- The project has to be conducted with respect to service sector. That's why customer satisfaction matters a lot. It has huge impact on research study.
- Lack of awareness among users.

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